

\$1 Weekly

Save that much! You'll never miss it. Deposit it in the savings department of this bank where it will earn 4 per cent interest. In five years it will have grown to \$293; in ten years to \$650; in twenty years to \$1,614. Seems incredible that a lone dollar saved each week could mount up so fast. But it does. Bring in a dollar today and open a saving account.

The Bank With a Personality
MERCHANT'S BANK
 Member Salt Lake Clearing House
 Capital \$250,000.00
 John Pingree, Pres.
 Chas. E. Kaiser, Vice-Pres.
 A. H. Penbody, Cashier.
 Cor. Main and Third South, Salt Lake City, Utah

WE OFFER YOU THIS EXTRA INDUCEMENT TO OPEN A SAVINGS ACCOUNT

With your first deposit of \$1 or more we will furnish you with one of our new "Save and Have" home coin banks.

**You Keep the Bank
 We Keep the Key**

Continental National Bank

Make Your Own Success

Do not be content to sit around waiting until someone shall cast success and prosperity into your lap. Get out and work for them—build up your own success.

The surest way of making permanent success is to save every dollar you can spare until you have enough to take advantage of opportunities.

We invite accounts of \$1,000 or more and pay 4 per cent compound interest on them.

Our Secured Certificates yielding 6 per cent, payable monthly, quarterly or semi-annually, are ideal investments for sums of \$100.00 or more.

SALT LAKE SECURITY & TRUST COMPANY

32 Main Street Salt Lake City

"LET 'EM ALL IN"

By Theodore F. MacManus.

RECENT census returns show that the population of America is ninety-six millions—mostly advertising gazabos.

Instances are on record in which American infants, bursting into speech for the first time, have immediately, if not sooner, launched into invectives against an automobile advertisement in the Morning Applegate.

In the bright lexicon of Yankee youth, "rotten" is the handiest tool in the verbal workshop.

We "Amurricans" are all born, in other words, with an advertising caul, a divine instinct of advertising divination, and a burning desire to show how much better we could do it.

Every working-day in the year 24,263,489 male bipeds, in all parts of the country, address the shrinking wretch called, by courtesy, the advertising manager, or advertising agent about as follows:

"I don't claim to know anything about advertising, but I do flatter myself I'm a judge of human nature; and I tell you frankly, Bill, that that 'ad' is rotten!"

Whenever an American drives off the tree with that venerable yawp about not claiming to know, you can wager your last suit of B. V. D.'s that he is about to claim that he has all the known-stuff in the world hobbled, handcuffed and chained to the floor of his brain-cells.

Each and every one of these 24,263,489 eminent citizens gives the topic this same reverse-English approach.

Each and every one of them modestly protests his complete and abysmal ignorance; and then blithely assumes a wisdom which backs Moses into the bullrushes, and makes Solomon, in all his glory, look like a rabbit-clinned freshman in a fresh-water university.

All of these gentlemen likewise labor under the hallucination that when they emit that Old One about judging human nature, they are pulling something so new that it creaks, and smells of the paint.

This is really the great Dementia Americana which we have all heard about, but always fail to recognize when we meet it in ourselves.

There is only one portion of our national population which has lifted its voice in judgment on advertising—to-wit, that portion which is unable to speak or write the United States language.

But the skies are bright with promise, even in that direction.

It is understood that one of our automobile-manufacturers is about to throw down the barriers which prevent the foreign hands from breaking into the advertising department and grinding the advertising manager into pulp. He argues the case convincingly.

"Who should know more about talking to the common people," he inquires, "than the common people themselves? Advertising is simply an address to the masses. Why not select, say, one thousand of our least intelligent Slavs and Hungarians and constitute them a committee of censorship on advertising copy? We have seen that it is dangerous to select an impractical college professor even as president of the United State—how much more dangerous, then, to entrust our advertising to a man who is addicted to the use of thought?"

One of the most glorious things about advertising is the opportunity it gives for every one about the plant to Edge In.

The young man with the slanting forehead, over there in the corner of the bookkeeping department, is liable to break out any moment with a scathing comment on the advertising.

(Continued on page 12.)

Teach Thrift AT HOME

ENCOURAGE children to save money. Impress on them the value of a connection with a strong bank by opening a Savings Account for them here. Such training in youth means success at maturity

M-CORNICK & Co. BANKERS
 ESTABLISHED 1873 CAPITAL AND SURPLUS \$900,000.00

National Bank of the Republic

U. S. Depository

FRANK KNOX, Pres.
 JAS. A. MURRAY, Vice Pres.
 W. F. EARLS, Cashier
 E. A. CULBERTSON, Asst. Cashier
 GEORGE KNOX, Asst. Cashier
 DE WITT KNOX, Asst. Cashier
 Capital Paid In, \$300,000

Banking in all its branches transacted. Exchange drawn on the principal cities in Europe. Interest paid on Time Deposits.

A HORSE OF ANOTHER COLOR

One of our Packards on Pierce Arrows—at your service and—"Safety First."

It was not like this in the olden days—thank goodness!

Wasatch 63, 200, or Exchange 190

ABE (Buster) MEEKING
 HOTEL UTAH

Nature Did Her Best

In producing "Aberdeen," Nature did her best. Among coals "Aberdeen" knows but few rivals. Its actual fuel content is over 95 per cent. It's clean coal—free from bone and other foreign matter. Our expensive box-car loaders prevent crumbling. "Aberdeen" comes to you in perfect condition. Most everyone who ever tries it, continues to buy it. It has proved so superior that today, after a short eight years on the market, it is one of the west's greatest sellers.

Give it a trial this coming winter. We believe you'll like it better than any other coal you ever burned. Any dealer will supply you.

Aberdeen
 95% Fuel Makes Better Fires
COAL

Mined at Kenilworth, Utah, by the Independent Coal & Coke Co.